

***ABSTRACT OF THE DISCLOSURE***

This invention is a software solution for a scalable deployment of geo-localized content on multiple platforms (interactive TV, Internet, wireless, mobile, telematics, PDA, etc.) and devices. The invention allows for the deployment of innumerable localized and content-targeted channels/portals/information systems based on user specifications and parameters. (This is a new art). The specifications and parameters could include (but not be limited to) the following: (1) type of content desired, (2) geographic description based on geo codes, community, zip codes, city, county, MSA—Metropolitan Statistical Area, state, nation, or world, (3) platform specific instructions, (4) device specific instructions, (5) Stylesheet specific instructions, and (6) design specific instructions.